

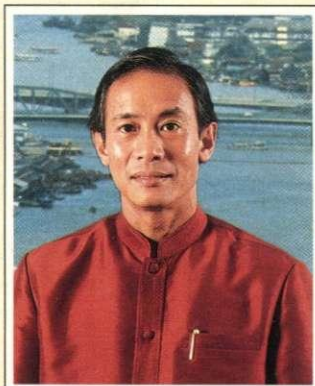


THE BAAN BORAN HOTEL
AT THE GOLDEN TRIANGLE, CHIANG SAEN
CHIANG RAI, THAILAND



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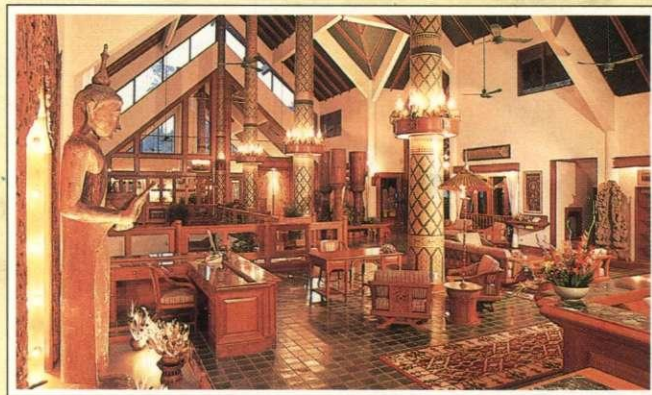
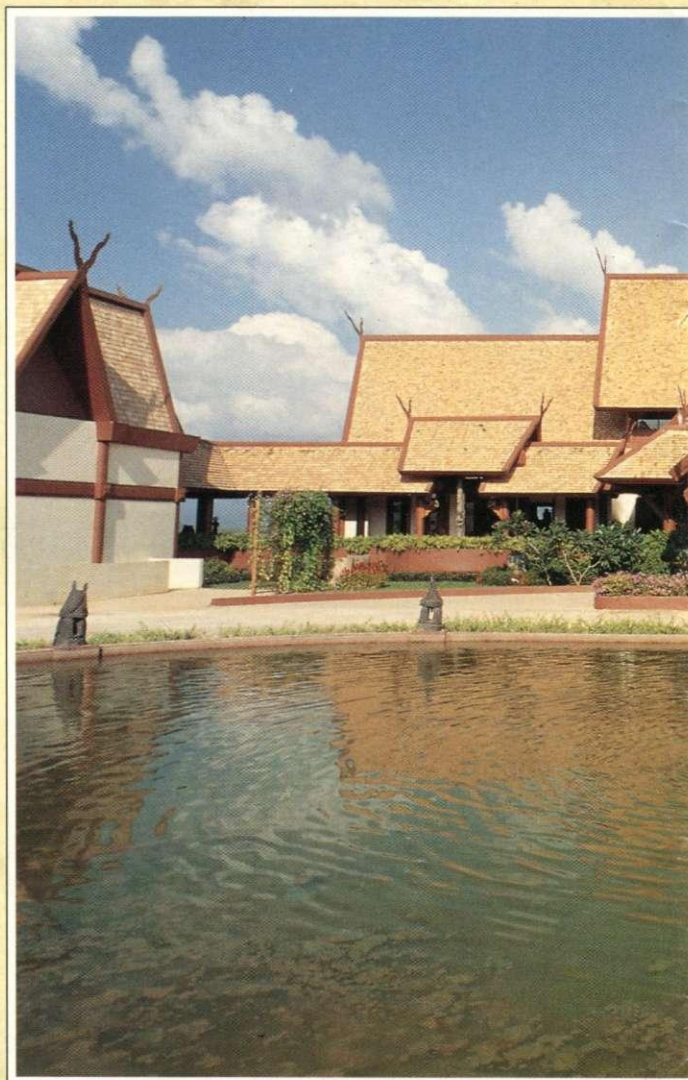


The major creative force behind the development of The Baan Boran Hotel, and some of Thailand's finest deluxe properties, is the distinguished Thai architect and developer M.L. Tridhosyuth Devakul, chairman of The Yacht Club Group of Hotels.

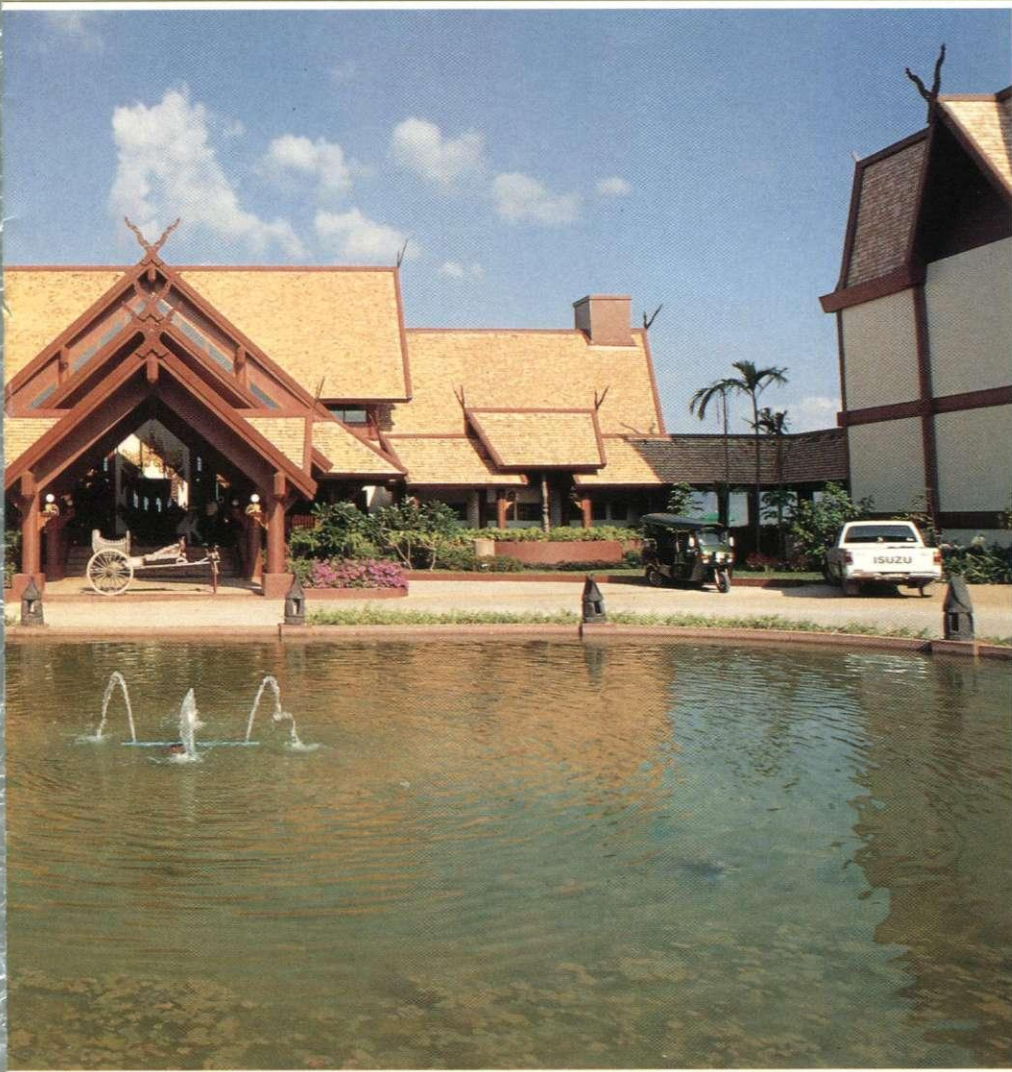
In an impressive series of projects, M.L. Tridhosyuth has created The Yacht Club Group, comprising The Phuket Yacht Club Hotel & Beach Resort on Nai Ham Beach, Phuket, The Boathouse Inn & Restaurant on Kata Beach, Phuket and The Baan Boran Hotel at the Golden Triangle, Chiang Rai.

Each Yacht Club Group property offers both luxurious accommodation and a memorable ambience, for M.L. Tridhosyuth successfully achieves the true architect's goal, blending function and aesthetics to create alluring designs which also meet practical needs.

The environment is a continuing concern of M.L. Tridhosyuth. While development inevitably alters natural form, the Harvard-educated architect believes that it is still possible to preserve – even enhance – the beauty of natural characteristics.



THE BAAN BORAN HOTEL AT THE GOLDEN TRIANGLE



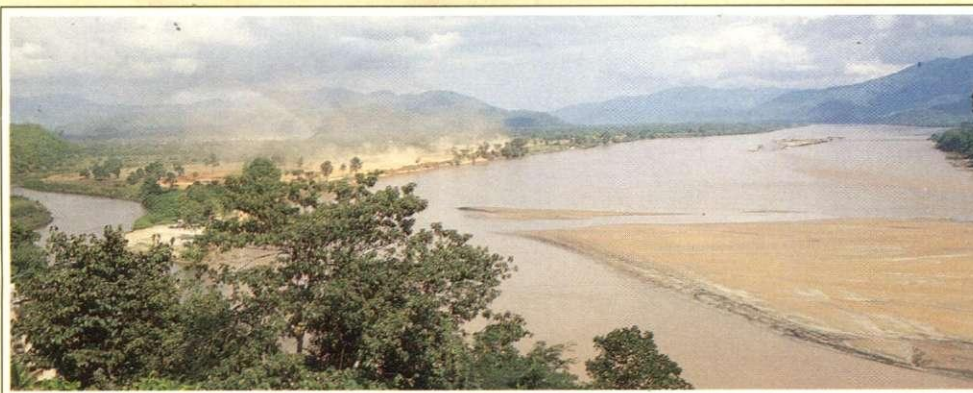
On the sheer banks of the narrow Ruak River, not far from where it joins the mighty Mae Khong, just north of Chiang Saen – the very point where the borders of Burma, Laos and Thailand meet – stands THE BAAN BORAN HOTEL AT THE GOLDEN TRIANGLE.

Meaning "ancient home" in the Thai language, The Baan Boran stylishly preserves the ancient art and traditional culture of Chiang Saen – an ancient northern capital city – in its architectural design and interior decoration, combining its beauty with all the comforts of home. Located at the Golden Triangle, visitors can enjoy unrivalled scenery and make convenient trips to the many attractions in the vicinity.

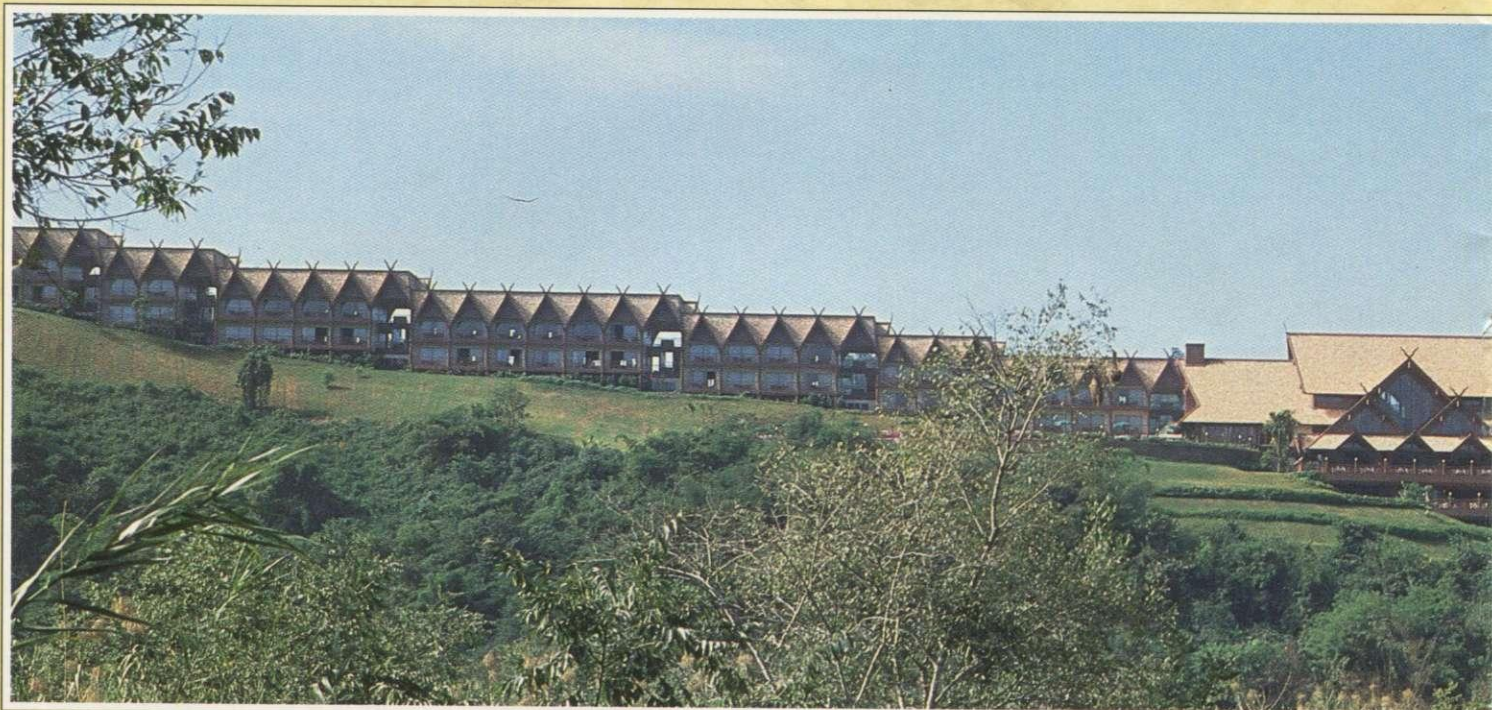
The Baan Boran Hotel is the first in a series of properties spearheaded by a renowned architect and developer M.L. Tridhossyuth Devakul (creator of The Phuket Yacht Club & Beach Resort, Club Mediteranee Phuket and Le Meridien Phuket).

The Baan Boran at Chiang Saen lies amidst the lush tropical vegetation of 500 rai of rolling hills in scenic Chiang Rai, Thailand's northernmost province. Like all the hotels in the Yacht Club chain, architecture and interior decoration of The Baan Boran Hotel follows a selected theme and displays originality, harmony and refined taste.

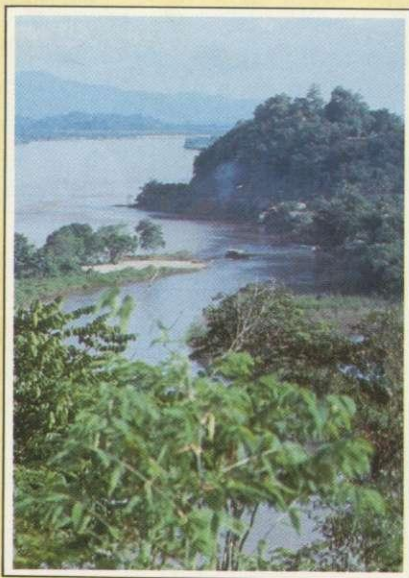
Emphasised at The Baan Boran Hotel is the convenience and comfort of international-standard deluxe hotels in combination with the unique atmosphere created by traditional Thai design and architecture native to the specific region.

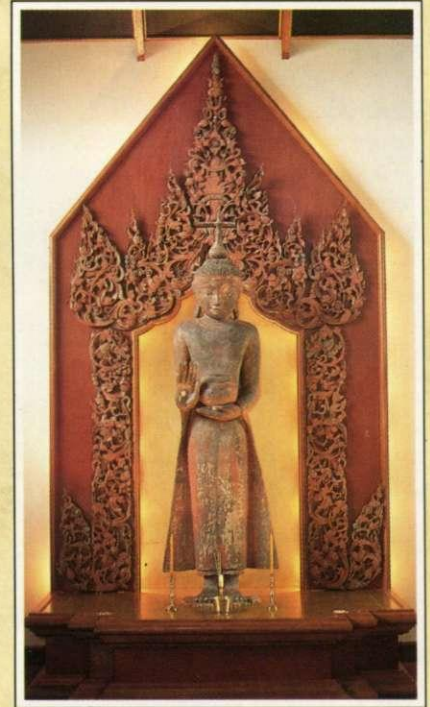
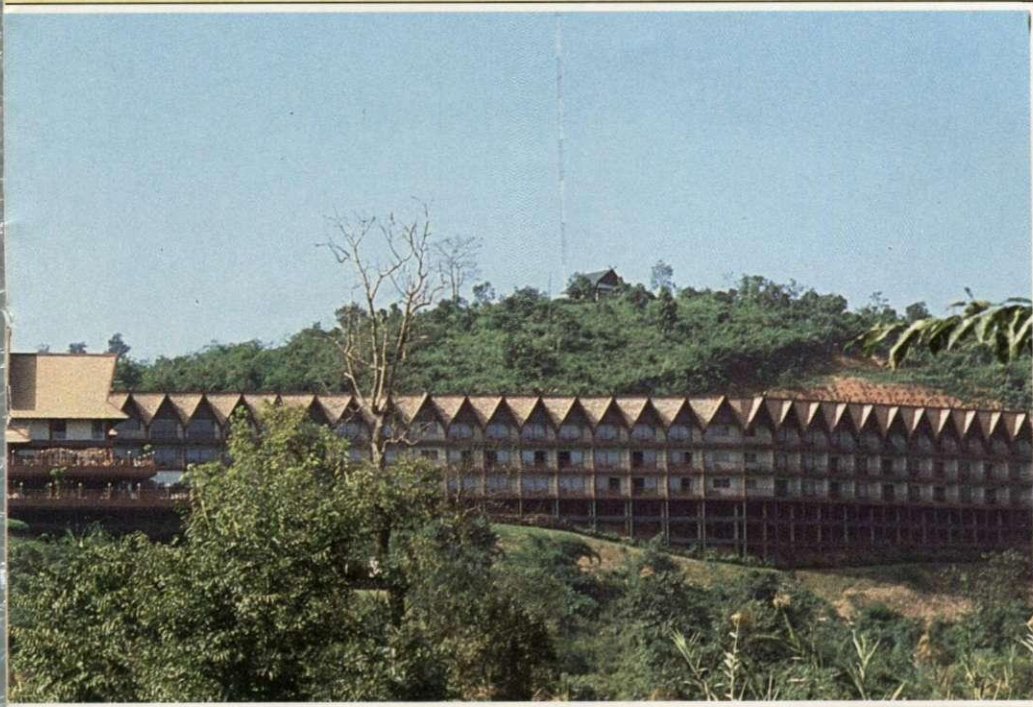


REGIONAL ARCHITECTURE



Arrayed along a steep ridge facing the unforgettable panorama of the famed Golden Triangle, The Baan Boran Hotel's two-storey buildings embody the architectural heritage of northern Thailand.





Even at a distance, the prominent "Galae" – the carved wooden gable decorations shaped like crossed wings symbolising the spirit of the North – attract the eyes of visitors.

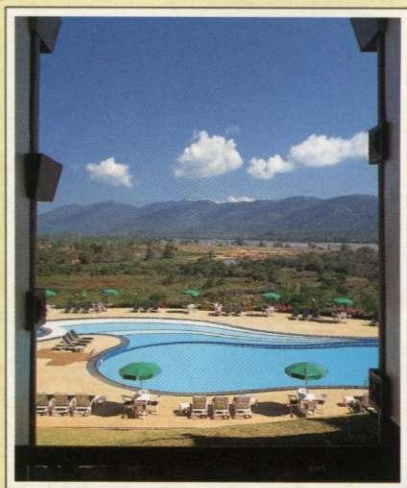
An assortment of northern memorabilia, ingeniously employed, has become attractive and interesting decorations for Baan Boran walls. Along the breezy staircases hang a collection of timeworn oxcart tailgate panels, bearing humorous or satirical messages inscribed by the original owners in a bygone era.

In the spacious Baan Boran Hotel lobby, three gigantic "Glong Yao" (long drums) create an imposing centre-piece. Here, a veritable treasure-trove of samples of northern art is displayed: an intricate gold-washed lacquer chest decorated with a scene from Buddhist legend, a set of religious scrolls painted in the peculiar style of the Yao tribe, a Burmese-style standing Buddha and many more.



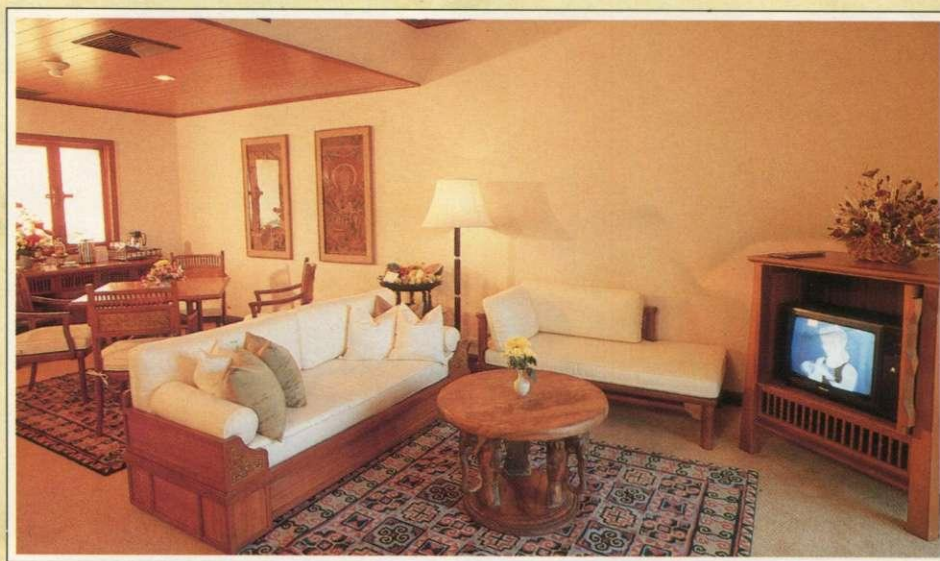
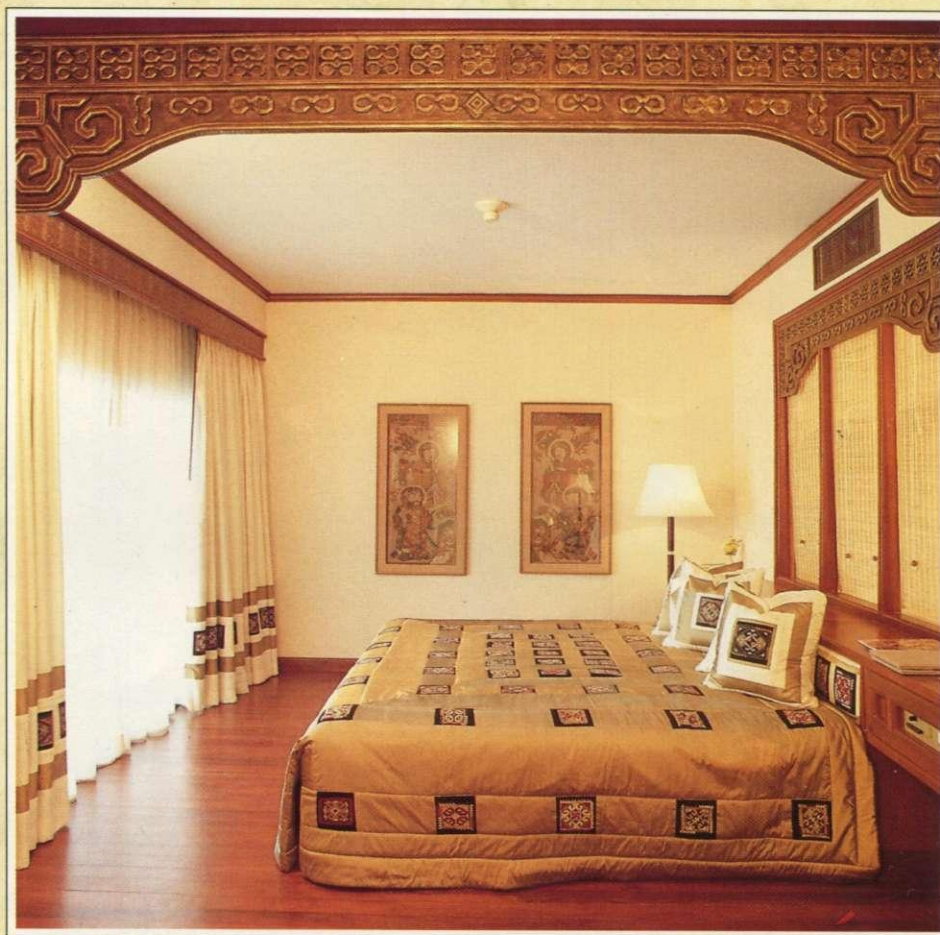
SUPERB ACCOMMODATIONS

To suit the individual needs of travellers, The Baan Boran Hotel offers 110 deluxe hilltop guestrooms and suites. Each cleverly appointed room has its own balcony providing a unique view of three countries: Thailand, Burma and Laos, with the Ruak and Mae Khong rivers forming international borders.



The hotel provides "total comfort in the jungle" to every guest. Each room has individually adjustable air-conditioning, remote-controlled colour television with in-house video, piped-in music, international direct-dial telephone, refrigerator with fully stocked mini bar, a personal safe, massage shower and hair dryer.

Rooms are decorated along a common overall theme, according to M.L. Thaodeva Devakul, who heads The Baan Boran Hotel's interior design team, but colour schemes vary to produce distinct individual ambiances.



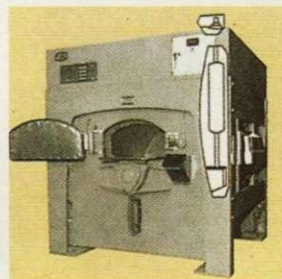
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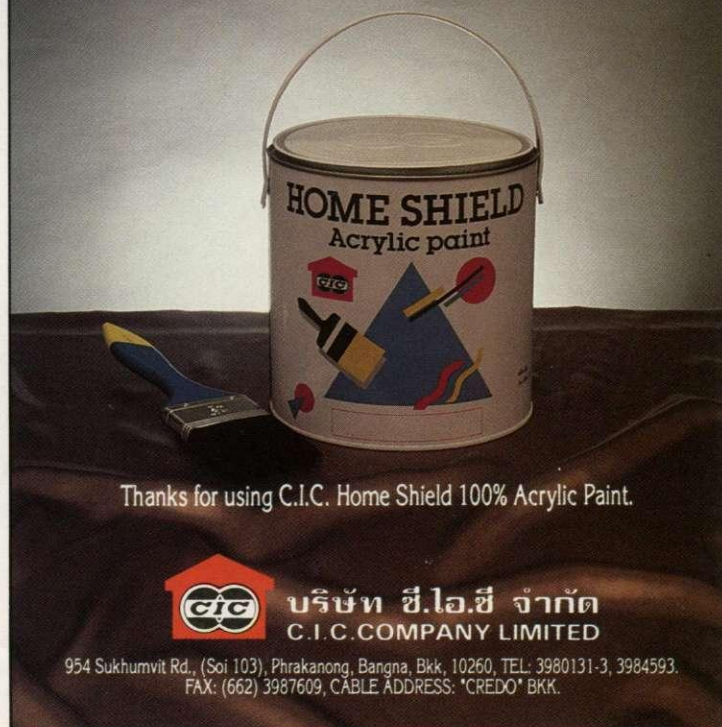
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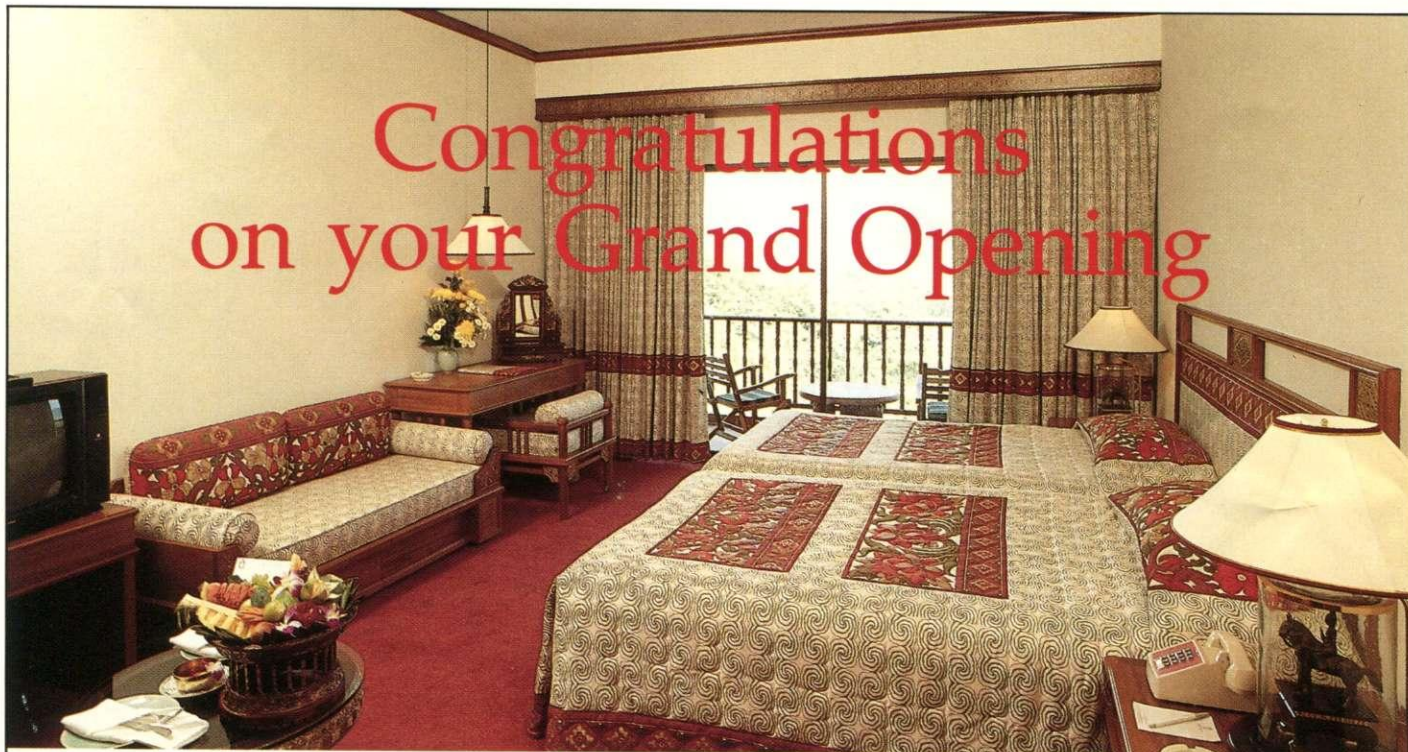


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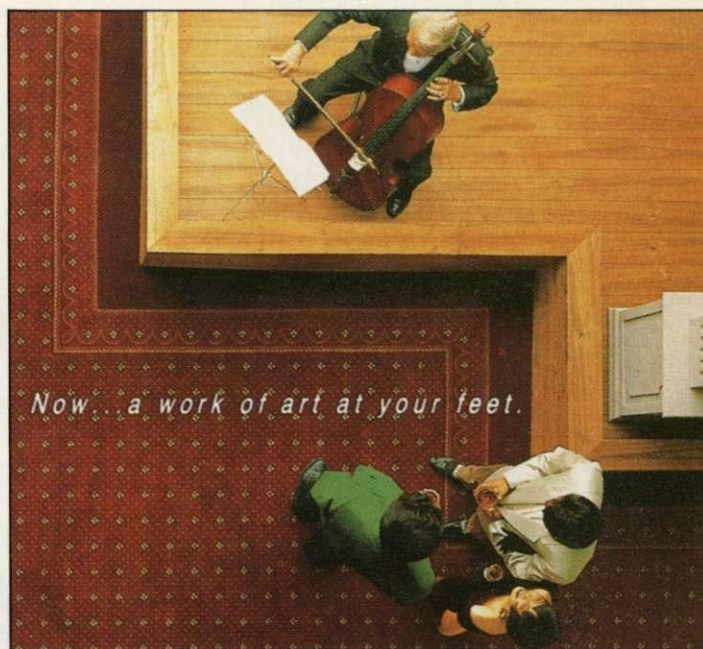
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One outstanding decorative feature is the antique "Hum Yontr", an interior window with carved wooden panels connecting the bathroom and bedroom, and traditionally believed to bring good luck. "When closed, the window serves as a dressing mirror," says M.L. Thaodeva. "When opened, it reveals the breathtaking northern scenery, so guests can enjoy nature – even while brushing their teeth."



FIRST-CLASS SERVICES

The Baan Boran Hotel provides all services associated with five-star hotels, including banquet facilities, a beauty salon, drug store, boutique, cable service, in-house telex and facsimile services, car rentals and child care.



MAGNIFICENT CUISINE

Catering to even the most discriminating palates, Baan Boran's talented kitchen team provides an extensive selection of appetising and impeccably presented Thai and European delicacies.

All vegetables and fruit served at the hotel are fresh and free of pesticides and come from the nearby Royal Projects at Doi Sa Ngo. Executive Chef Sakul Bangsaruntipya, a 15-year veteran of first-class hotel restaurant operations, oversees food preparation to ensure the highest quality.

YUAN LUE LAO RESTAURANT

Named after the people of the ancient Lanna Kingdom, the airy YUAN LUE LAO Restaurant overlooks a densely forested valley through which the Ruak River flows just before joining the wide, swift-flowing Mae Khong.

Here, in comfortable surroundings accented by exquisite panels containing samples of antique

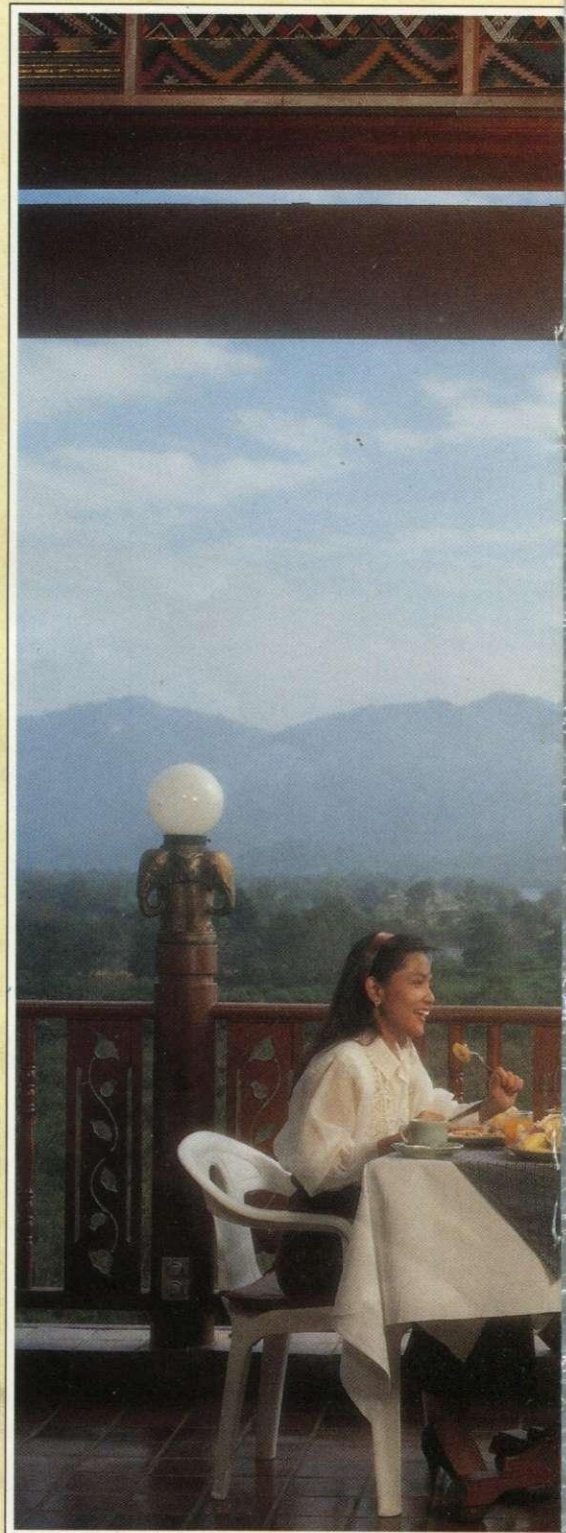
northern Thai hand-woven cloth, guests can savour the finest Thai and international cuisine while enjoying the superb view. Open from 6 a.m. to midnight, the Yuan Lue Lao features live music nightly.

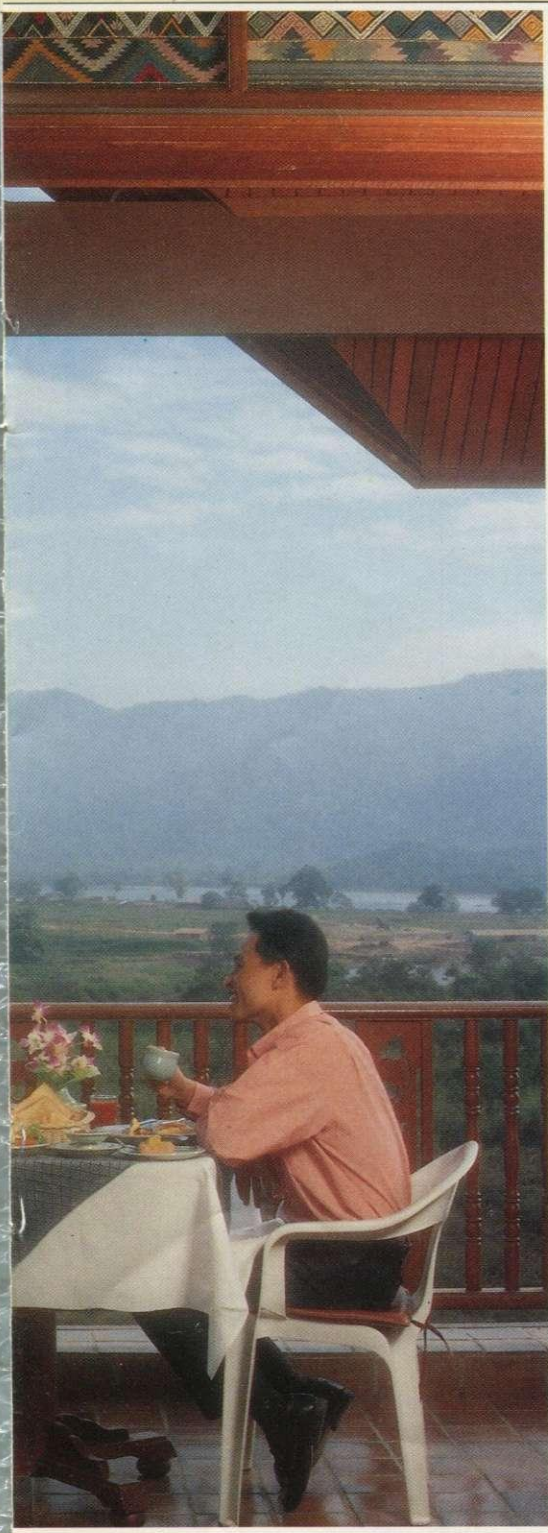
SUAN FIN RESTAURANT

Ideal for tour or seminar groups is the SUAN FIN (Opium Garden) Restaurant, serving appetising buffet lunches and dinners. The restaurant seats 100 inside and 50 on the terrace overlooking the green tropical forests of Thailand, Burma and Laos.

TRAFFICKER RENDEZ-VOUS

The TRAFFICKER RENDEZ-VOUS is a cosy spot to meet friends for drinks and conviviality. Tactfully embellished with fine touches of traditional Thai decor which create a carefree mood, Trafficker Rendez-vous, overlooking the swimming pool, offers a blazing fireplace, a responsive cocktail bar and features live music after dark.





HIGH-TECH CONFERENCE FACILITIES

The Baan Boran Hotel's THE MAE SALONG ROOM is an ideal venue for small seminars and lectures for up to 80 persons. Its up-to-date

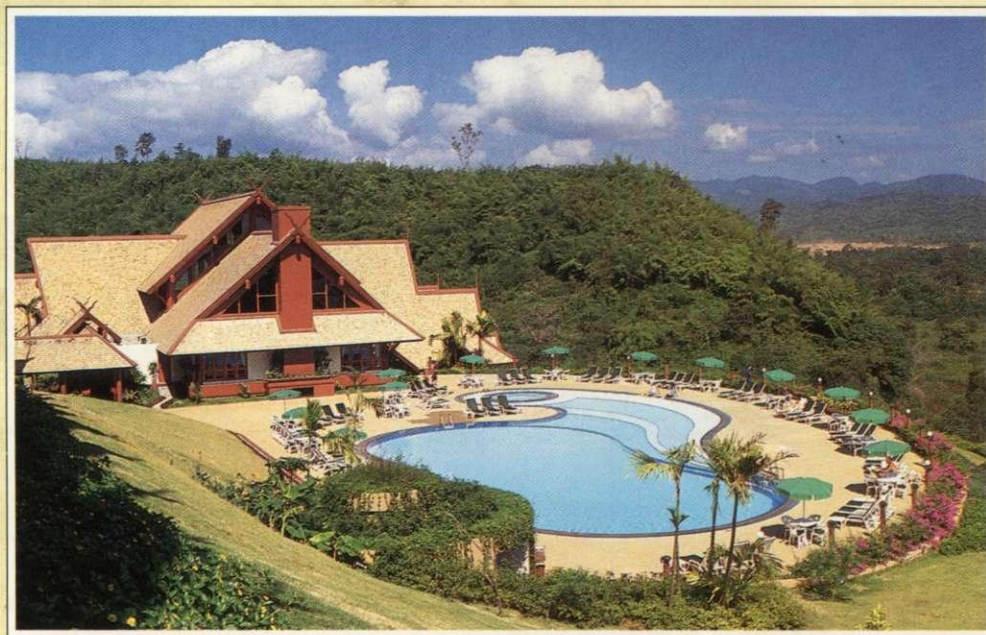
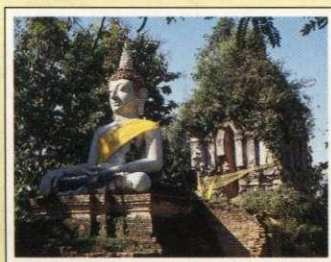
conference facilities include the latest high-tech audio-visual equipment and telecommunications services.



CONTRIBUTING TO NORTHERN DEVELOPMENT

The Baan Boran Hotel takes pride in promoting tourism in Chiang Rai and in creating job opportunities for locals, regularly recruiting staff from among residents of all northern provinces. Employees receive thorough pre-service and ongoing in-service training, to ensure their ability to provide the very highest standard of northern Thai hospitality and services.

The hotel also takes pride in helping the government to preserve northern culture, while promoting education of local and hilltribe children at the nearby Suksa Songkro Mae Chan School – a public boarding school which offers lessons on Thai language and specific northern art and culture according to their origins, among other regular courses. The hotel sponsors fairs where the students exhibit and sell their exotic handicraft products, with profits benefitting students at the school.



MODERN SPORTS AND RECREATION FACILITIES

A host of fascinating activities await The Baan Boran guests anxious to explore the exotic wonders of Thailand's North. The



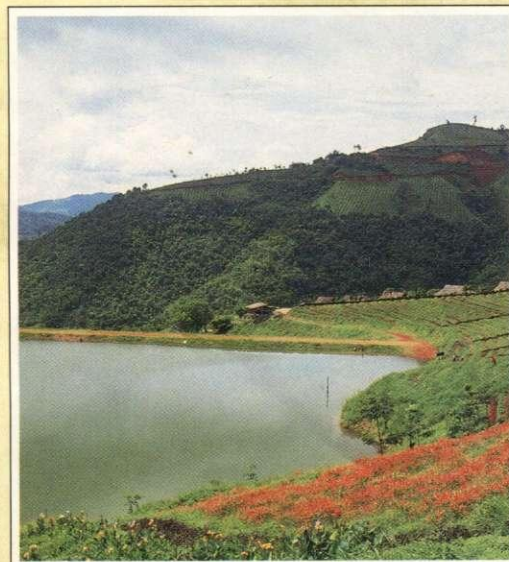
hotel offers a wide selection of tours to the Golden Triangle, nearby hilltribe villages, Doi Tung and many other points of interest.

Energetic guests can take raft trips along the Ruak River or safe and pleasurable boat trips along the picturesque Mae Khong River, make easy or strenuous half-day or one-day walking treks across the rugged hills and lush jungles, or travel by boat, bus or jeep on adventure-filled excursions to an elephant camp, caves, lakes and many other exciting attractions.

In addition, guests can rent jeeps at The Baan Boran Hotel and go sightseeing at their leisure or visit neighbouring towns and villages to sample regional snacks or shop for interesting local handicrafts.

Visitors also can spend peaceful hours luxuriating in The Baan Boran Hotel's free-form outdoor swimming pool or relaxing in the jacuzzi located on the spacious sundeck. Nearby, THE TRIANGLE DECK serves a variety of tasty light snacks and cooling beverages.

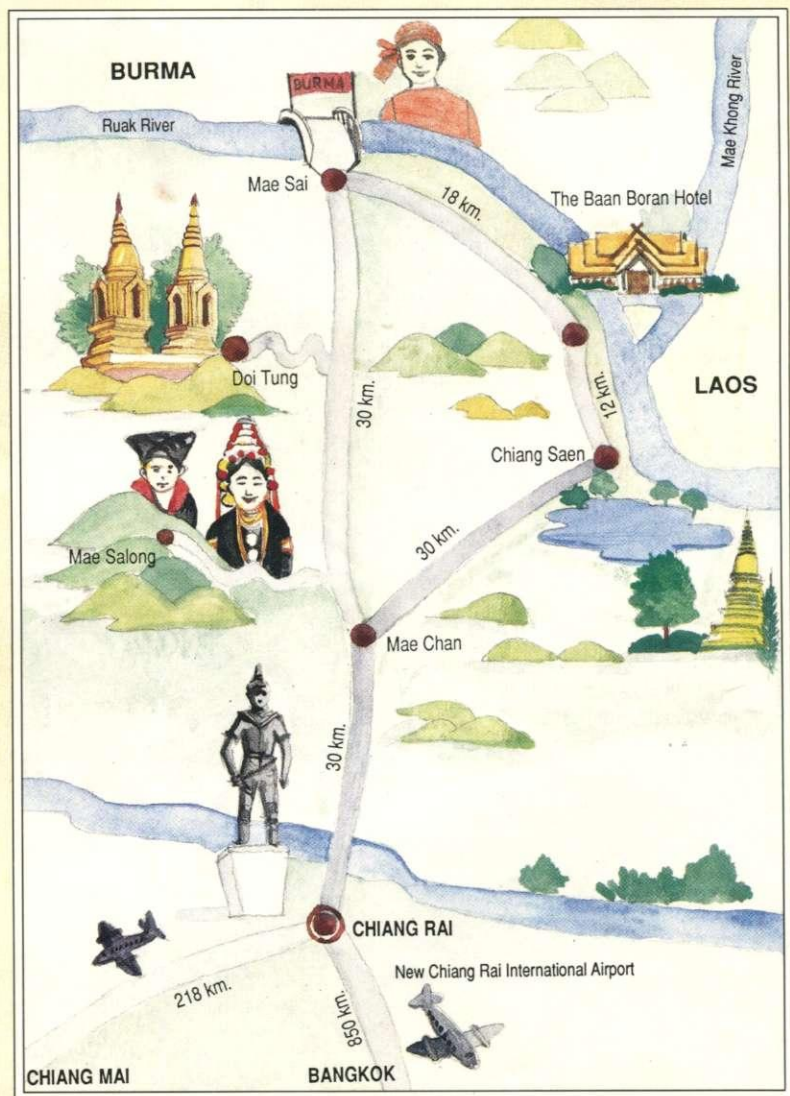




GETTING THERE

Located just 70 kilometres from Chiang Rai, The Baan Boran Hotel is reached conveniently by minibus, limousine or the hotel's bus service through prior reservations. At present, four daily Thai Airways flights connect Bangkok with Chiang Rai: two

direct flights (with one additional flight on Friday) and two via Chiang Mai (with one additional flight on Monday). Moreover, regular bus services between Bangkok and Chiang Rai and all neighbouring provinces give additional convenience.



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